

PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Application No.: 09/773,943

Group Art Unit No.: 3622

Applicant(s): Ronald Jacoby, et al.

Examiner: Jeffrey D. Carlson

Filing Date: January 31, 2001

Docket No.: 085804.019600

Title: **SYSTEM FOR DYNAMIC GENERATION OF ONLINE
STREAMING MEDIA ADVERTISEMENTS**

Customer No.: 76058

CERTIFICATE OF TRANSMISSION

I hereby certify that this document is being transmitted electronically to the United States Patent and Trademark Office via the EFS Web e-Filing system on July 12, 2011.

(Christine Lucas/
Name: Christine Lucas

AMENDMENT AND RESPONSE TO OFFICE ACTION

Date: July 12, 2011

Mail Stop Amendment
Commissioner for Patents
Post Office Box 1450
Alexandria, Virginia 22313-1450

Dear Sir / Madam:

This paper is an Amendment and Response to the Office Action mailed on May 12, 2011.
Please amend the application as follows.

Amendments to the Claims begin on Page 2 of this paper.

Remarks / Response begins on Page 9 of this paper.